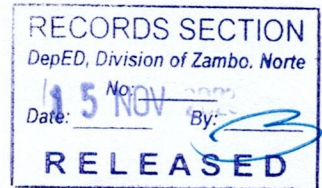




Republic of the Philippines
Department of Education
REGION IX

SCHOOLS DIVISION OF ZAMBOANGA DEL NORTE



Office of the Schools Division Superintendent

November 13, 2023

Division Memorandum
No. 510, s. 2023

**ADDENDUM TO THE IMPLEMENTATION OF THE CLIENT SATISFACTION
MEASUREMENT (CSM) IN THE SDO, SCHOOLS AND FIELD OFFICES**

TO: PSDSs and PICDs
School Heads, Public Elementary and Secondary Schools
Administrative Officers II, District and Schools
District and School Public Assistance Committee/ Coordinators (D/SPACs)
All Others Concerned

1. In reference to Division Memorandum 388, s. 2023 on the implementation of the Client Satisfaction Measurement (CSM) as prescribed by ARTA in all governance levels, this division requires the posting of the DepEd Citizen's Charter (CitCha) in their respective schools and offices.
2. The Division and School Committee on Anti-Red Tape (CART) shall be in charge of the posting of the CitCha. A copy of the DepEd Citizen's Charter may be accessed thru this link www.depedzn.net/link/DepEdCitCha2022. Those only applicable to the unit/office/school shall be posted in a conspicuous place, and within the area where our clients and stakeholders usually conduct their transactions.
3. In addition, the PSDSs and PICDs shall oversee the implementation of the CSM in their respective districts. The AO II shall be the focal for the CSM implementation while the District/ School Public Assistance Coordinators shall assist the AO II in the CSM Reporting. To reiterate, CSM materials are accessible for reference thru www.depedzn.net/link/CSM2023.
4. The CSM Form shall be accomplished by clients with every completed transaction.
5. Moreover, for this year, a monthly consolidated District CCSS report, with data coming from the schools and district offices, are required from January- September 2023 to be submitted through this link www.depedzn.net/link/2023CCSSReport. Meanwhile, the submission of a monthly CSM report per district is required every 5th day of the month starting on October 2023 thru www.depedzn.net/link/2023CSMReport.

The AO II, DPAC/SPAC and all other concerned personnel are requested to check the attached document for the adoption of changes in the gathering of data for submission of the CSM Reporting to the SDO.



Address: Capitol Drive, Estaka, Dipolog City 7100 Tel. No.: (065) 212- 5843
Email: zn.division@deped.gov.ph Website: www.depedzn.net
FB: DepEd Tayo- Schools Division of Zamboanga del Norte



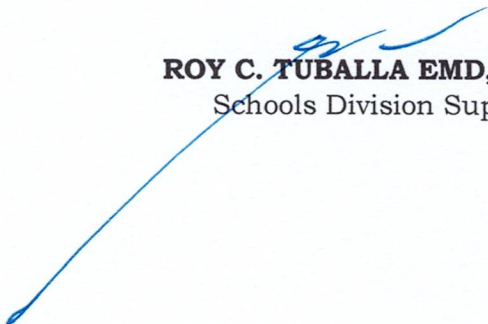
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REGION IX
SCHOOLS DIVISION OF ZAMBOANGA DEL NORTE

With this, there will be a meeting with the District AO II and District PACs on November 17, 2023, Friday at 1:00 pm using this meeting link www.depedzn.net/link/Nov17CSM.

6. For any queries, please contact Nicollette Ria E. Tangon, EPS II/ DIO/DPAC at 09176335061 or thru email at nicolletteria.tangon@deped.gov.ph.

7. Widest dissemination of this memorandum is desired.


ROY C. TUBALLA EMD, JD, CESO VI
Schools Division Superintendent

HRD/nret/DM- Addendum to CSM Implementation
DM No.- / 11142023



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PREPARING THE CLIENT SATISFACTION MEASUREMENT (CSM) REPORT

GRAZIELLE ANNE A. SARICAL

Public Affairs Service - Public Assistance
Action Center

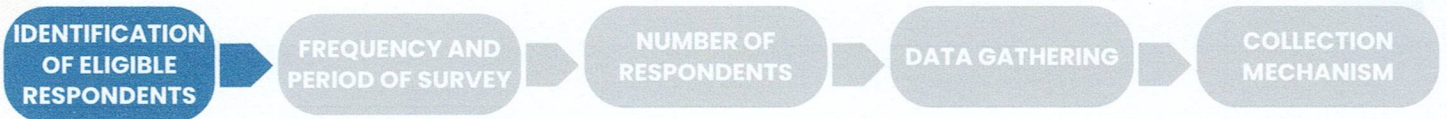
FY 2022 CITIZEN/CLIENT SATISFACTION REPORT

GOVERNANCE LEVEL	SERVICE QUALITY DIMENSIONS	AVERAGE SATISFACTION RATING	TOTAL AVERAGE SATISFACTION RATING
Central Office	Responsiveness	4.31	4.24
	Reliability	4.29	
	Access and Facilities	4.29	
	Communication	4.35	
	Costs	3.59	
	Integrity	4.32	
	Assurance	4.38	
	Outcome	4.39	
Regional Office	Responsiveness	4.64	4.62
	Reliability	4.66	
	Access and Facilities	4.6	
	Communication	4.62	
	Costs	4.36	
	Integrity	4.68	
	Assurance	4.68	
	Outcome	4.72	
Schools Division Office	Responsiveness	4.77	4.7
	Reliability	4.79	
	Access and Facilities	4.65	
	Communication	4.69	
	Costs	4.4	
	Integrity	4.79	
	Assurance	4.75	
	Outcome	4.74	
Schools	Responsiveness	4.78	4.71
	Reliability	4.76	
	Access and Facilities	4.7	
	Communication	4.74	
	Costs	4.44	
	Integrity	4.77	
	Assurance	4.74	
	Outcome	4.74	
TOTAL			4.57, Very Satisfied

METHODOLOGY



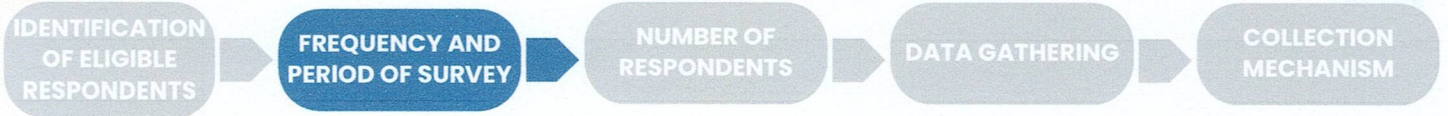
METHODOLOGY



Government agencies shall administer CSM to **all clients with completed transactions.**



METHODOLOGY



The CSM shall be conducted **after each completed transaction**. It shall be administered between January - December each year.



METHODOLOGY



The minimum number of responses per service shall be based on the sample size calculator provided by ARTA.



SAMPLE SIZE CALCULATOR

Notes:

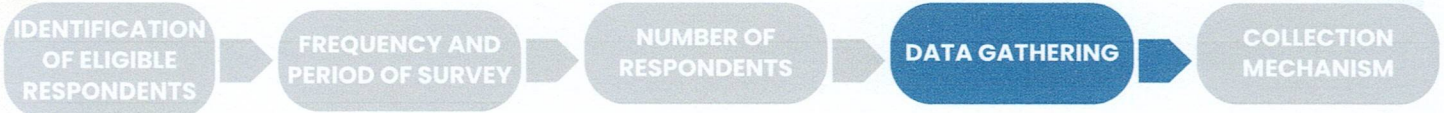
1. First, download the file
2. Please fill in **Column B to D**
3. The CSM is conducted all year round, so agencies are encouraged to go beyond the minimum number of resp
4. **Column B** should have the actual name of the service listed in the Citizen's Charter.
5. **Column C** shall only have an input of 'Internal' or 'External'
6. The Confidence Interval and Margin of Error are always fixed

Service No.	Service Name	Internal or External Service?	Number of transactions annually	Confidence Interval	Margin of Error	Minimum number of respondents
1	DepEd Action through Email (action@deped.gov.ph, Hotline 8888 and referrals from CSC, PCC, ARTA)	External	8,208	95%	5%	367
2	Hotline and Walk-in Facilities	External	3,400	95%	5%	345
3	Standard FOI Request through Walk-in Facility, action@deped.gov.ph, and Online	External	2,265	95%	5%	329

<https://tinyurl.com/CSMsamplesize>



METHODOLOGY



ON-SITE CONDUCT



Paper survey questionnaire

REMOTE CONDUCT



Electronic mail, the agency's website, social media, QR code, or other similar modes.



METHODOLOGY



The manner and time interval of the collection of paper survey questionnaires shall be at the discretion of the agencies and offices.



RATING SCALE AND SCORING SYSTEM

RATING SCALE

Scale	Rating
5	Strongly Agree
4	Agree
3	Neither Agree nor Disagree
2	Disagree
1	Strongly Disagree

The CSM shall use a **Five (5) Point Likert Scale** to measure the SQDs.



RATING SCALE AND SCORING SYSTEM

SCORING PER QUESTION

The percentage of respondents that rated 'Agree' and 'Strongly Agree' shall be used to get each SQD's score. A question that was answered with two (2) or more check marks shall be considered as invalid.



RATING SCALE AND SCORING SYSTEM

OVERALL SCORING

The percentage of respondents that rated 'Agree' and 'Strongly Agree' for all eight (8) SQDs shall be used to compute the overall score.

Agencies shall strive to **achieve an overall percentage of 80% (Satisfactory) or higher**. Interpretation of the results shall be as follows:

Percentage	Rating
Below 60.0%	Poor
60.0% - 79.9%	Fair
80.0% - 89.9%	Satisfactory
90.0% - 94.9%	Very Satisfactory
95.0% - 100%	Outstanding



DRAFTING AND SUBMITTING THE CSM REPORT

All agencies shall submit their CSM reports **on the last working day of April 2024.**

DepEd will only submit **one CSM report**, hence, all concerned offices per governance level are **NOT required to submit.**

However, **PAS-PAAC will be consolidating the CSM results of the concerned offices** to prepare the CSM report to be submitted to ARTA.



CSM RESULTS THAT FIELD OFFICES NEED TO SUBMIT

A. NUMBER OF TRANSACTIONS AND RESPONSES

SERVICE	EXTERNAL/INTENAL	NUMBER OF SURVEYED CLIENTS	NUMBER OF UNSURVEYED CLIENTS	NUMBER OF TRANSACTIONS



CSM RESULTS THAT FIELD OFFICES NEED TO SUBMIT

B. DEMOGRAPHIC PROFILE

B1. AGE

AGE	EXT	INT	OVERALL
19 or lower			
20-34			
35-49			
50-64			
65 or higher			
Did not specify			

B2. SEX

AGE	EXT	INT	OVERALL
Female			
Male			
Did not specify			



CSM RESULTS THAT FIELD OFFICES NEED TO SUBMIT

B. DEMOGRAPHIC PROFILE

B3. CUSTOMER TYPE

AGE	EXT	INT	OVERALL
Citizen			
Business			
Government			
Did not specify			



CSM RESULTS THAT FIELD OFFICES NEED TO SUBMIT

C. COUNT OF CITIZEN'S CHARTER

CITIZEN'S CHARTER ANSWERS	RESPONSES	PERCENTAGE
CC1 (CC AWARENESS). Which of the following describes your awareness of the CC?		
1. I know what a CC is and I saw this office's CC.		
2. I know what a CC is but I did not see this office's CC.		
3. I learned of the CC only when I saw this office's CC.		
4. I do not know what a CC is and I did not see this office's CC.		



CSM RESULTS THAT FIELD OFFICES NEED TO SUBMIT

C. COUNT OF CITIZEN'S CHARTER

CITIZEN'S CHARTER ANSWERS	RESPONSES	PERCENTAGE
CC2 (CC VISIBILITY). If aware of CC, would you say that the CC of this office was...?		
1. Easy to see		
2. Somewhat easy to see		
3. Difficult to see		
4. Not visible at all		



CSM RESULTS THAT FIELD OFFICES NEED TO SUBMIT

C. COUNT OF CITIZEN'S CHARTER

CITIZEN'S CHARTER ANSWERS	RESPONSES	PERCENTAGE
CC3 (CC HELPFULNESS). If aware of CC, how much did the CC help you in your transaction?		
1. Helped very much		
2. Somewhat helped		
3. Did not help		



CSM RESULTS THAT FIELD OFFICES NEED TO SUBMIT

D. SQD RESULTS

SERVICE	SERVICE QUALITY DIMENSIONS	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	N/A	TOTAL RESPONSES	OVERALL
	Responsiveness								
	Reliability								
	Access and Facilities								
	Communication								
	Costs								
	Integrity								
	Assurance								
	Outcome								
	Overall								



COMPUTING YOUR CSM RESULTS

The score of each and all SQDs shall be computed based on the below formula:

$$\text{Overall Score} = \frac{\text{Number of 'Strongly Agree' answers} + \text{Number of 'Agree' answers}}{\text{Total Number of Respondents} - \text{Number of 'N/A' answers}}$$



COMPUTING YOUR CSM RESULTS

EXAMPLE

SERVICE	SERVICE QUALITY DIMENSIONS	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	N/A	TOTAL RESPONSES	OVERALL
	Responsiveness	1930	815	58	12	1	0	2816	97.48%
	Reliability	1700	1052	50	9	5	0	2816	97.73%
	Access and Facilities	1789	938	71	16	2	0	2816	96.84%
	Communication	1447	1296	54	18	1	0	2816	97.41%
	Costs	0	0	0	0	0	2816	2816	N/A
	Integrity	1927	833	38	15	3	0	2816	98.01%
	Assurance	1591	1141	65	17	2	0	2816	97.02%
	Outcome	1686	1053	59	14	4	0	2816	97.27%
	Overall	12070	7128	395	101	18	2816	22528	97.39%



COMPUTING YOUR CSM RESULTS

SERVICE	SERVICE QUALITY DIMENSIONS	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	N/A	TOTAL RESPONSES	OVERALL
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	Reliability	1700	1052	50	9	5	0	2816	97.73%
	Access and Facilities	1789	938	71	16	2	0	2816	96.84%
	Communication	1447	1296	54	18	1	0	2816	97.41%
	Costs	0	0	0	0	0	2816	2816	N/A
	Integrity	1927	833	38	15	3	0	2816	98.01%
	Assurance	1591	1141	65	17	2	0	2816	97.02%
	Outcome	1686	1053	59	14	4	0	2816	97.27%
	Overall	12070	7128	395	101	18	2816	22528	97.39%

$$\text{OVERALL SCORE: } \frac{1,930 + 815}{2,816 - 0} = \frac{2745}{2816} = 0.97479 = 97.48\%$$



COMPUTING YOUR CSM RESULTS

SERVICE	SERVICE QUALITY DIMENSIONS	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	N/A	TOTAL RESPONSES	OVERALL
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	Overall	12070	7128	395	101	18	2816	22528	97.39%

$$\text{OVERALL SCORE: } \frac{12,070 + 7,128}{22,528 - 2,816} = \frac{19,198}{19,712} = 0.97392 = 97.39\%$$

